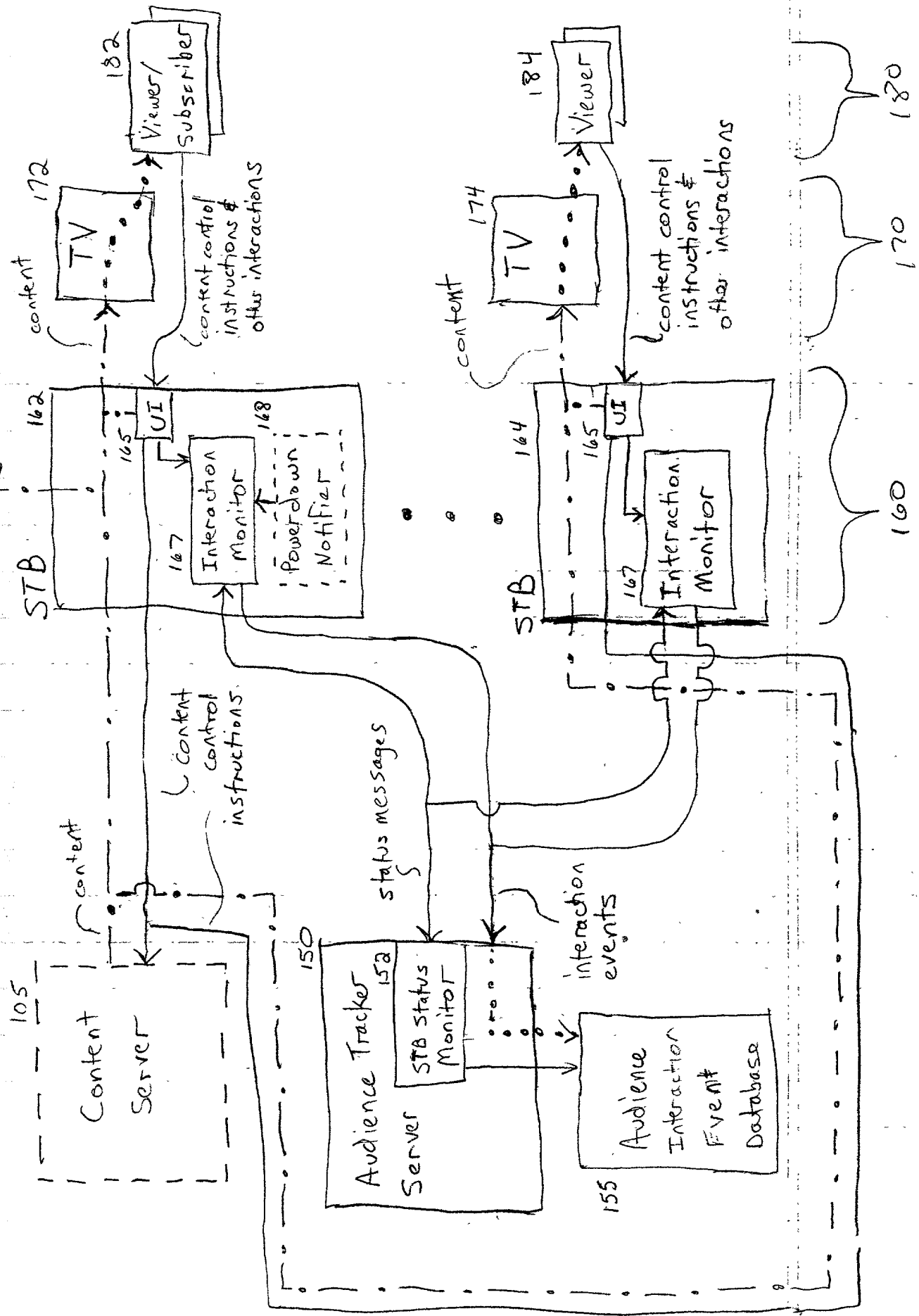
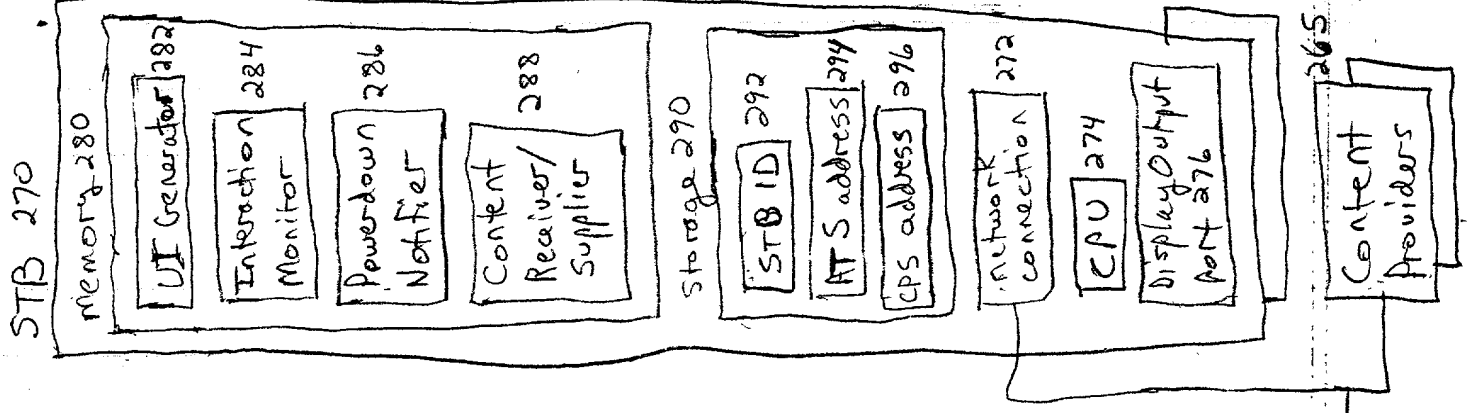


Fig. 1B

Fig. 1B





Audience Tracker Server & Content Server Computing Device 200

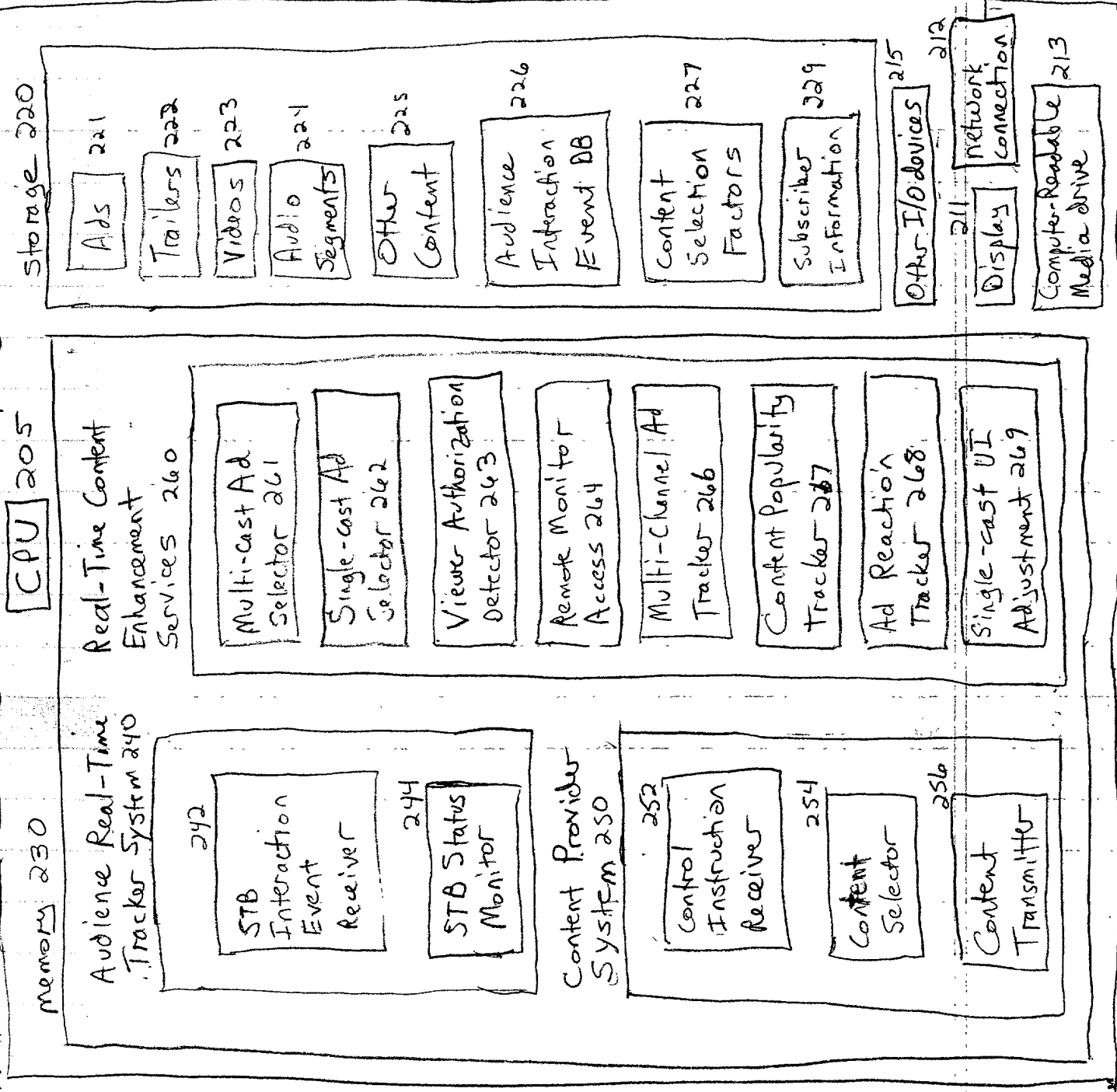


Fig. 2

Fig. 3

interaction event 300	
310	Event ID
314	Event Type
318	MAC address
322	IP address
326	Subscriber ID
330	Viewer ID
334	Date/time start
338	Date/time end (only channel change events)
342	Item ID (only if applicable)
346	URL (only if applicable)
350	Error Message (only if applicable)
354	Error Details (only if applicable)

380

370

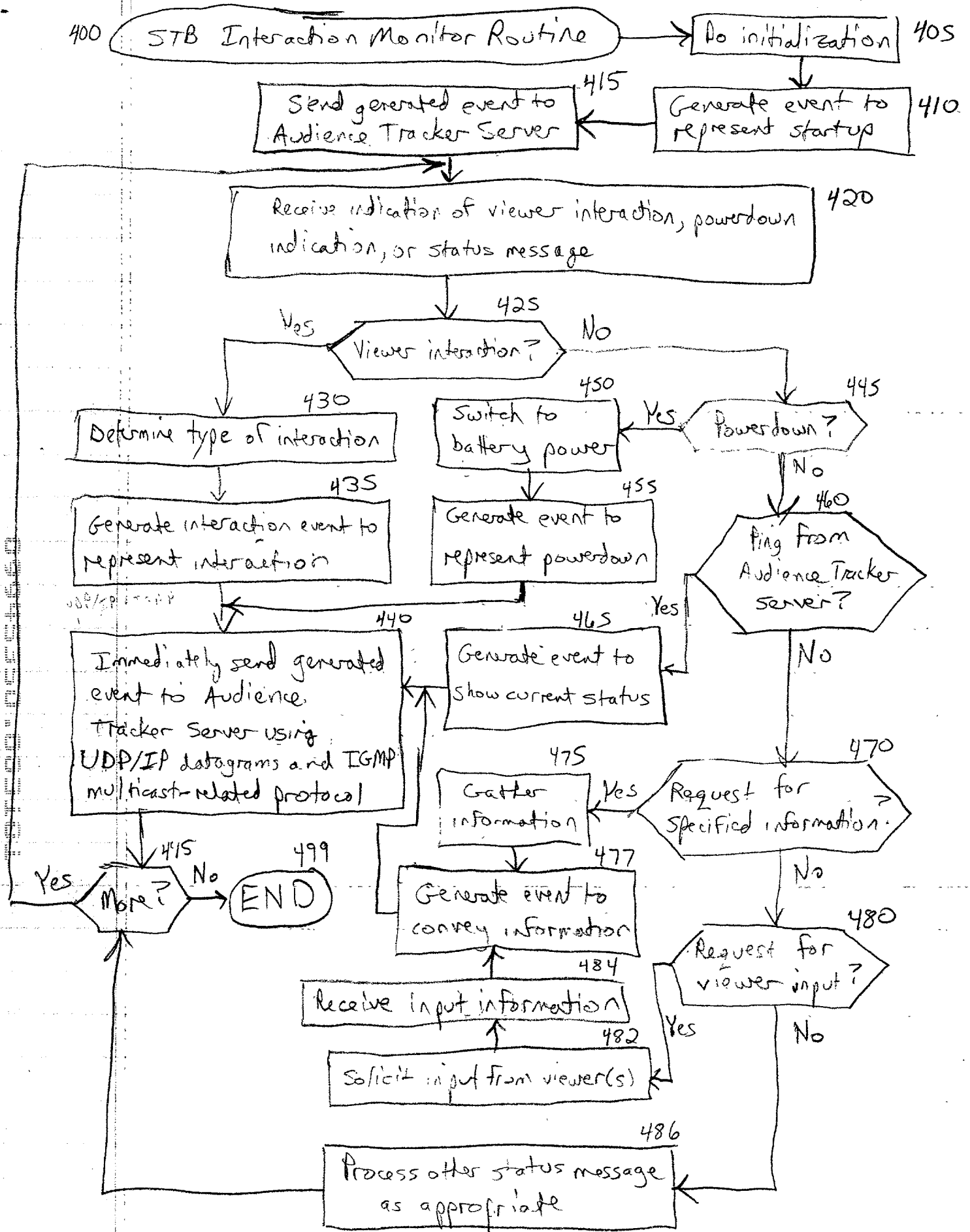


Fig. 4

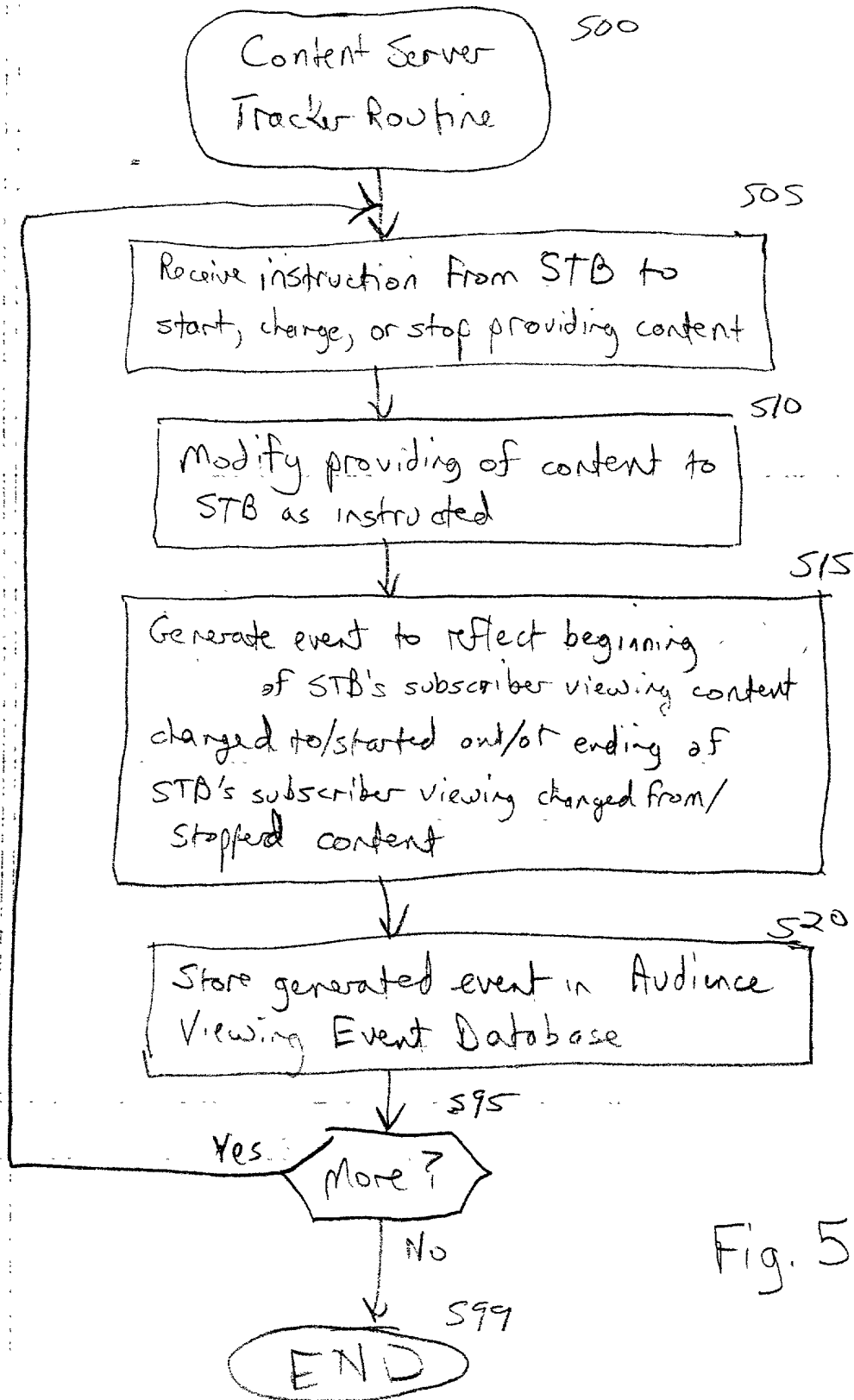


Fig. 5

Audience Tracker Server Routine

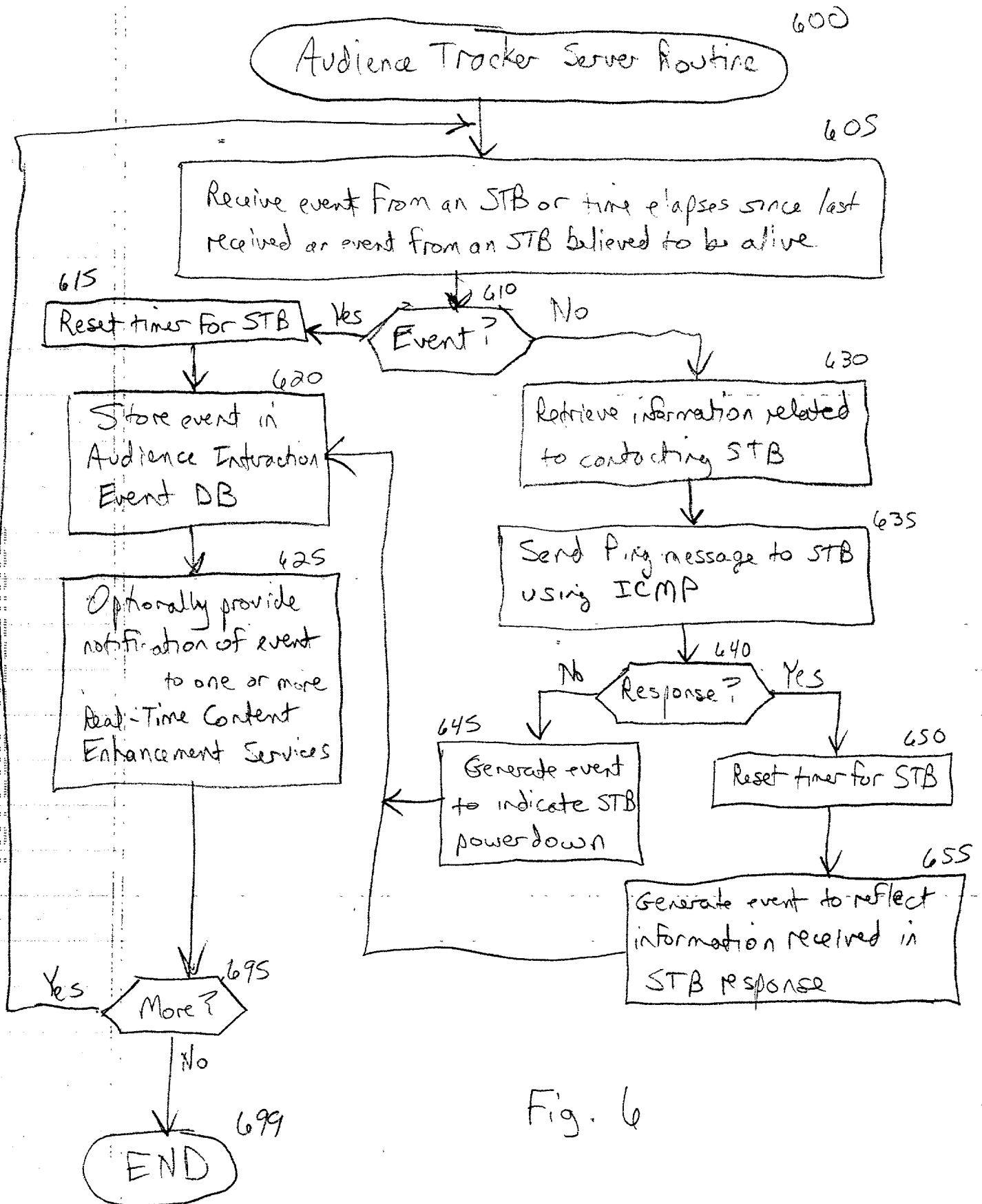


Fig. 6

Fig. 7

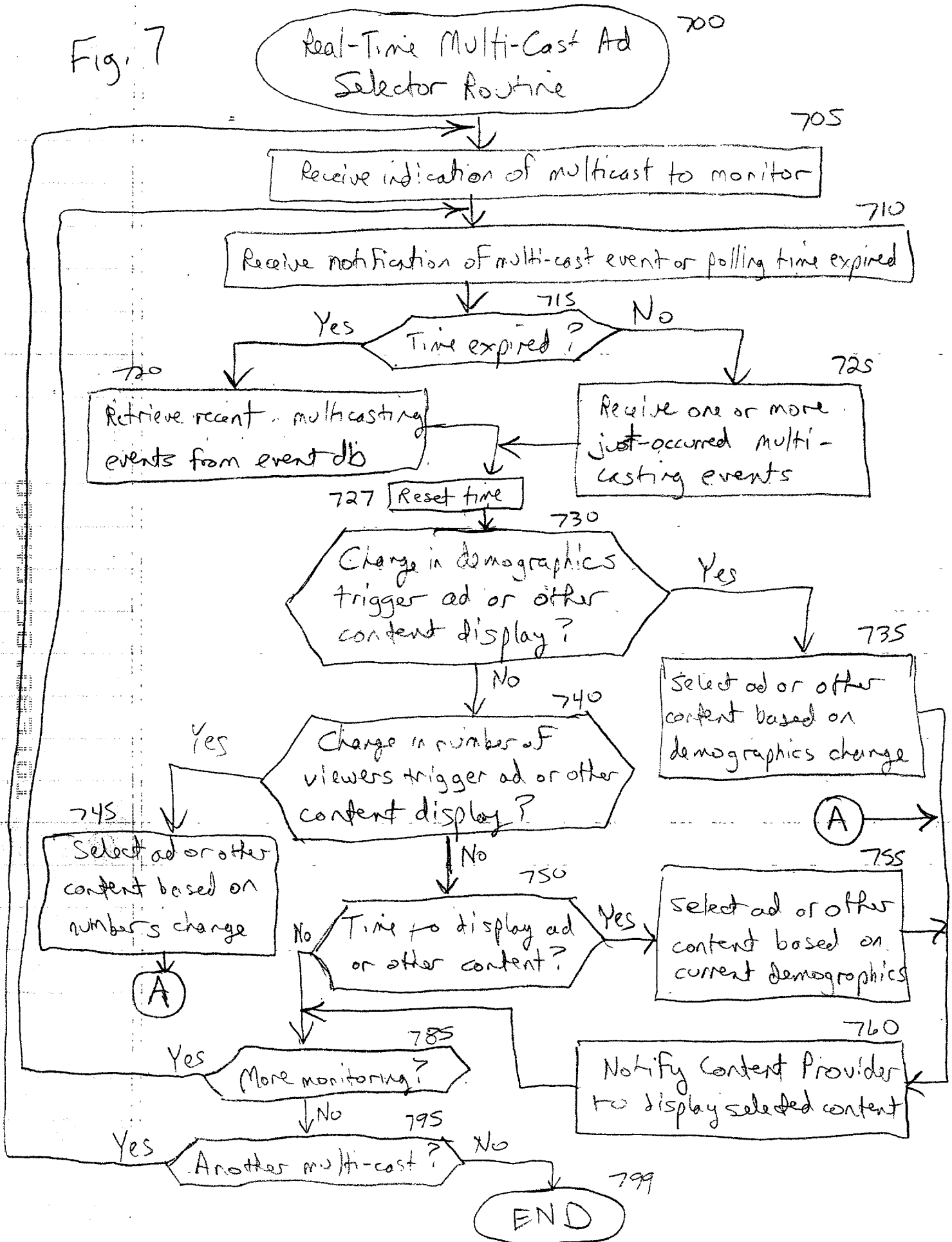
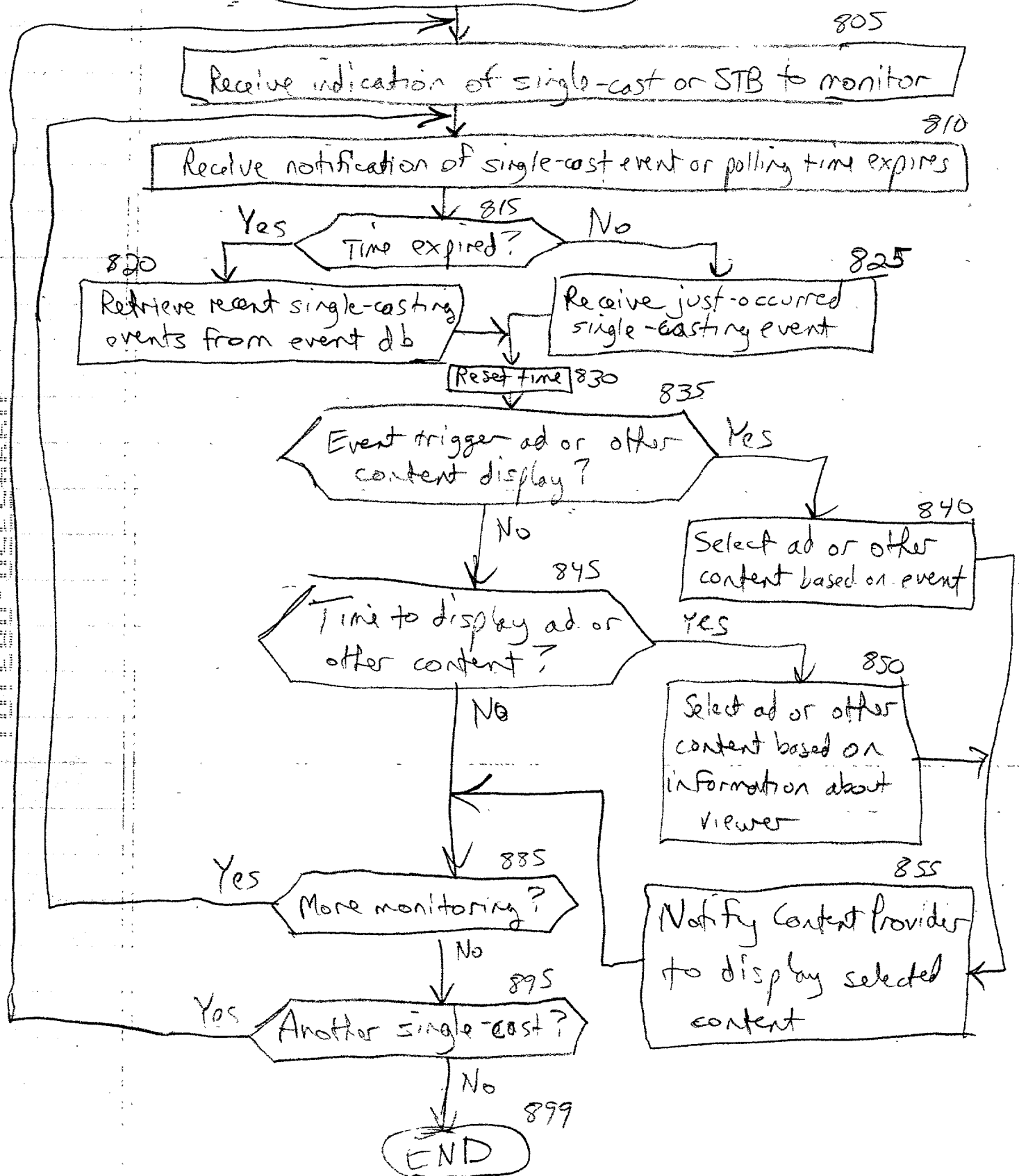


Fig. 8

Real-Time Single-Cast Ad Selector Routine

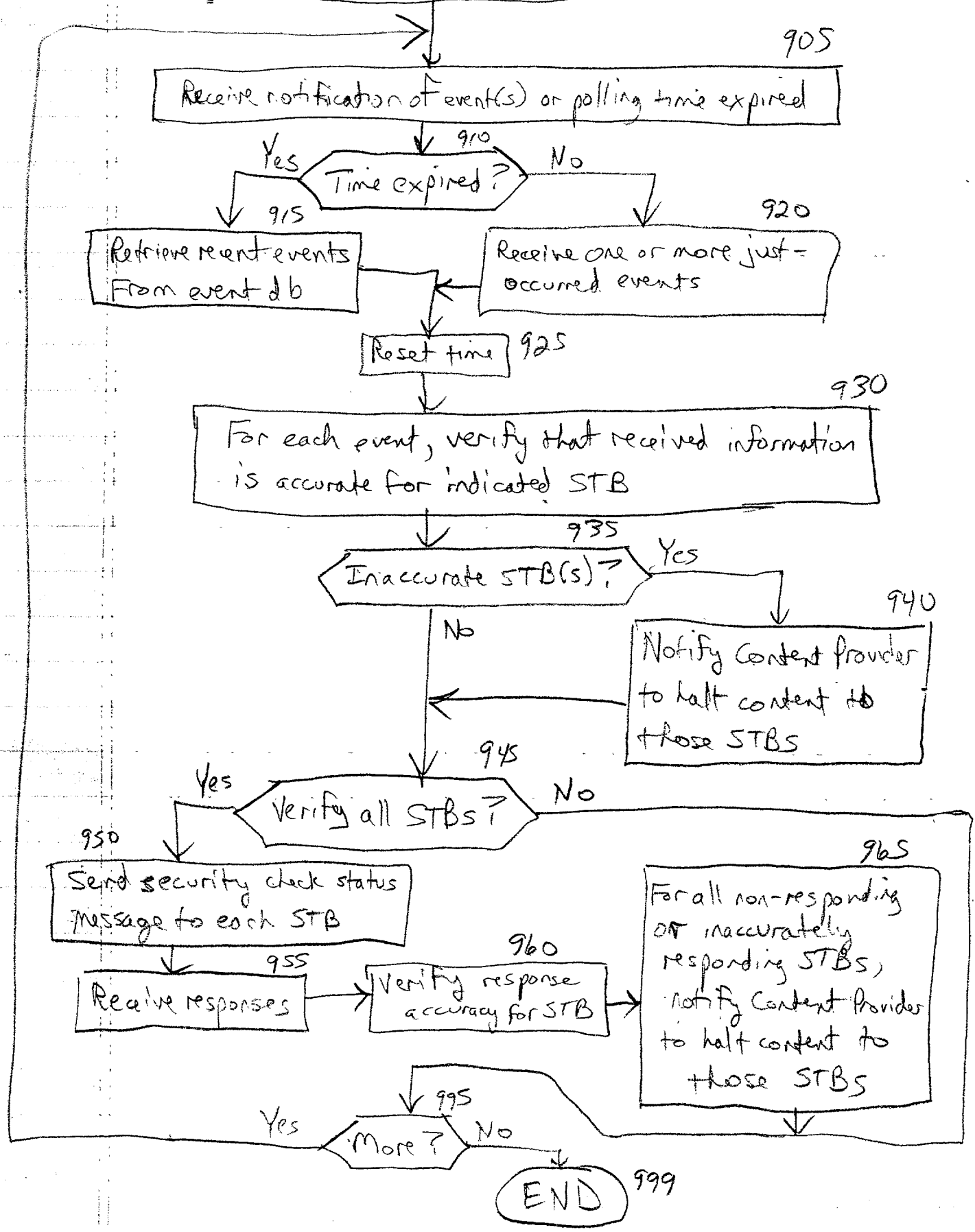
800



Real-Time
Viewer Authorization
Detector Routine

900

Fig. 9



Real-Time Remote
Monitor Access Routine

1000

Fig. 10

Receive request to monitor content
being provided at an STB

1005

Verify authority to monitor that STB

1010

Authorized?

No

Yes

Retrieve one or more recent events for that
STB that show content being provided

1020

Provide indication of content that was/is
being provided and/or request Content Provider
to provide monitoring STB/display with that content

1025

Optionally request Audience Tracker to track changes in
that STB's content and to notify Content Provider
to update monitoring STB's content accordingly in real-time

1030

More?

Yes

1095

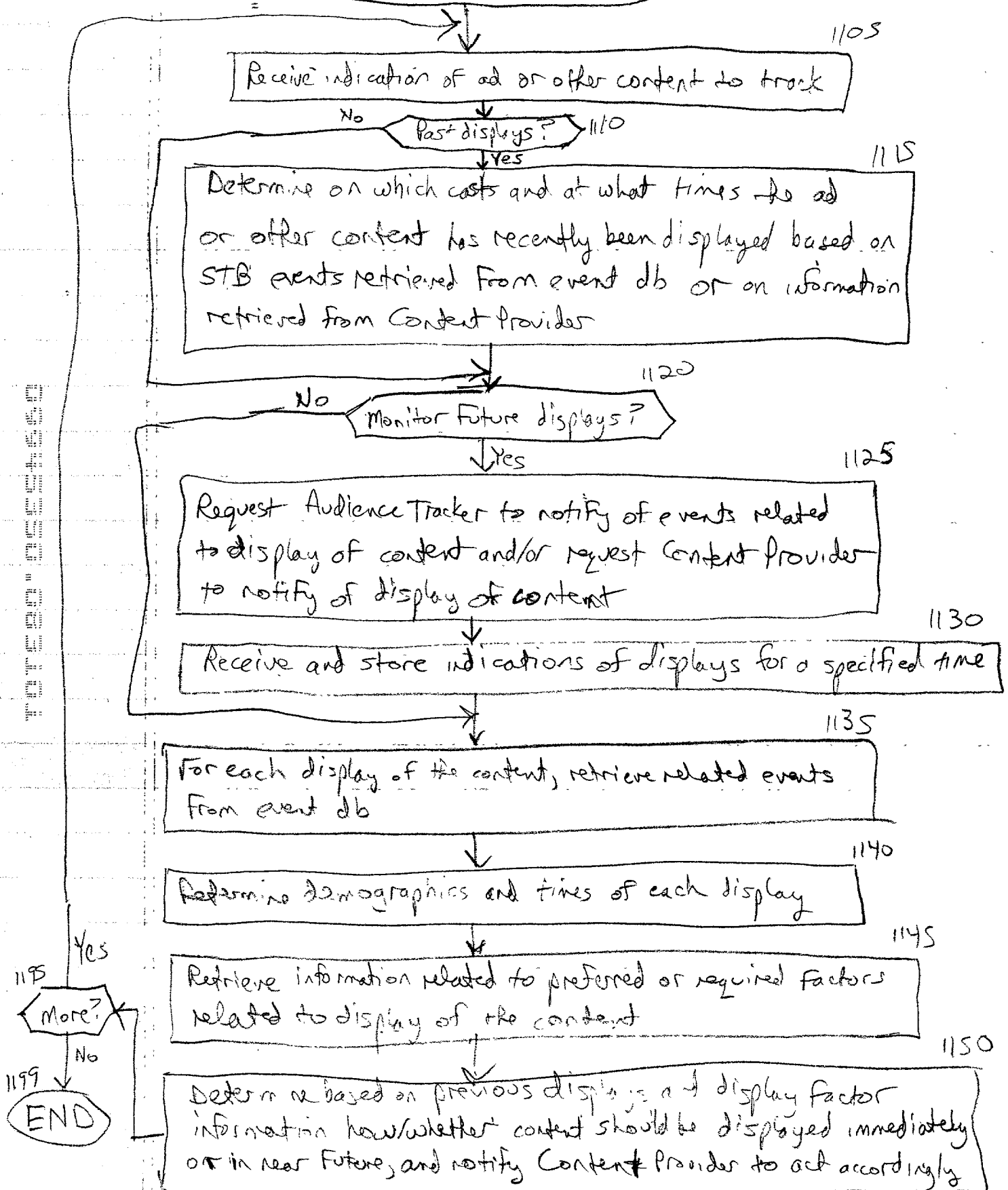
No

END

1099

Real-Time Multi-Channel Ad Tracker Routine 1100

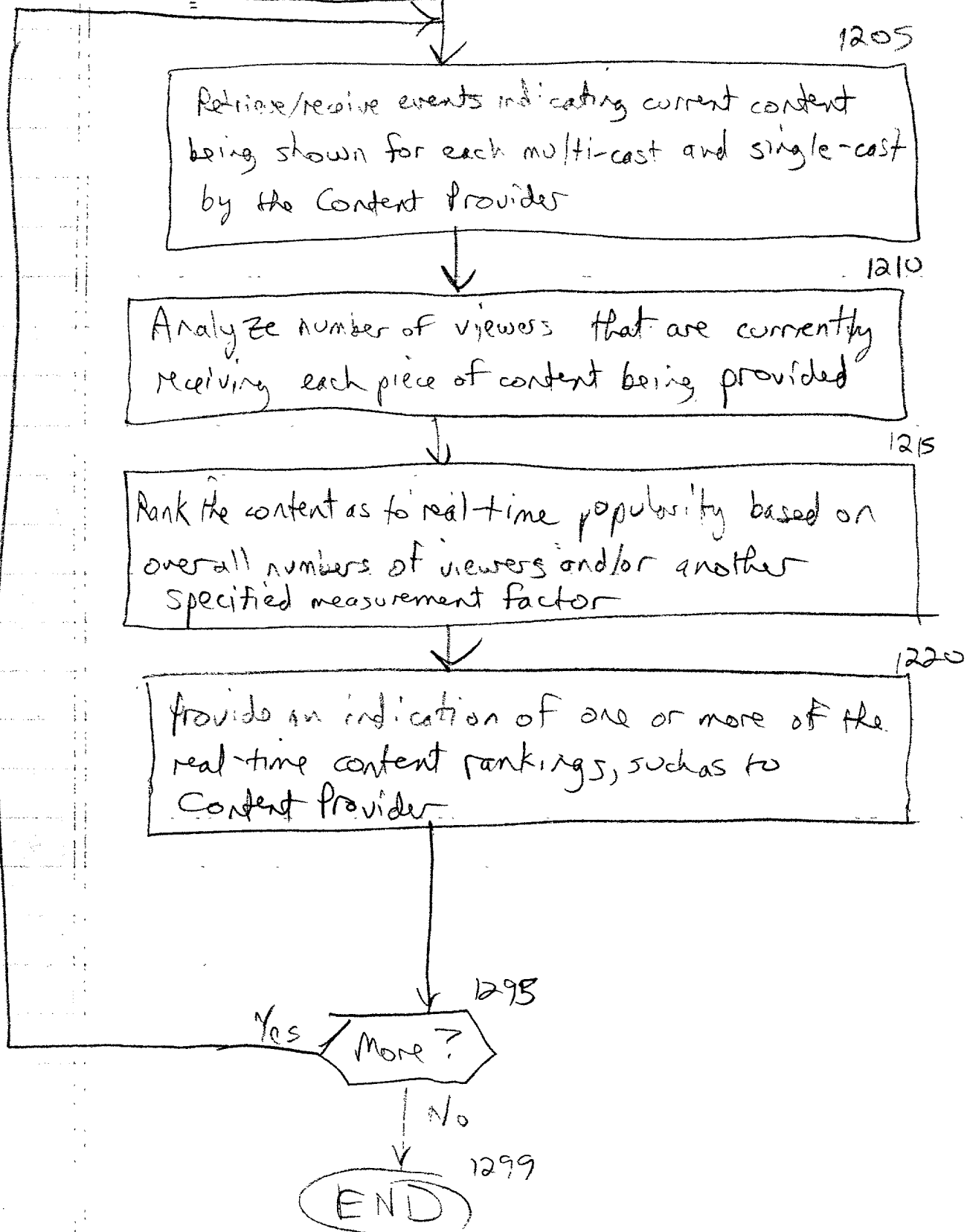
Fig. 11



Real-Time Content
Popularity Tracker Routine

200

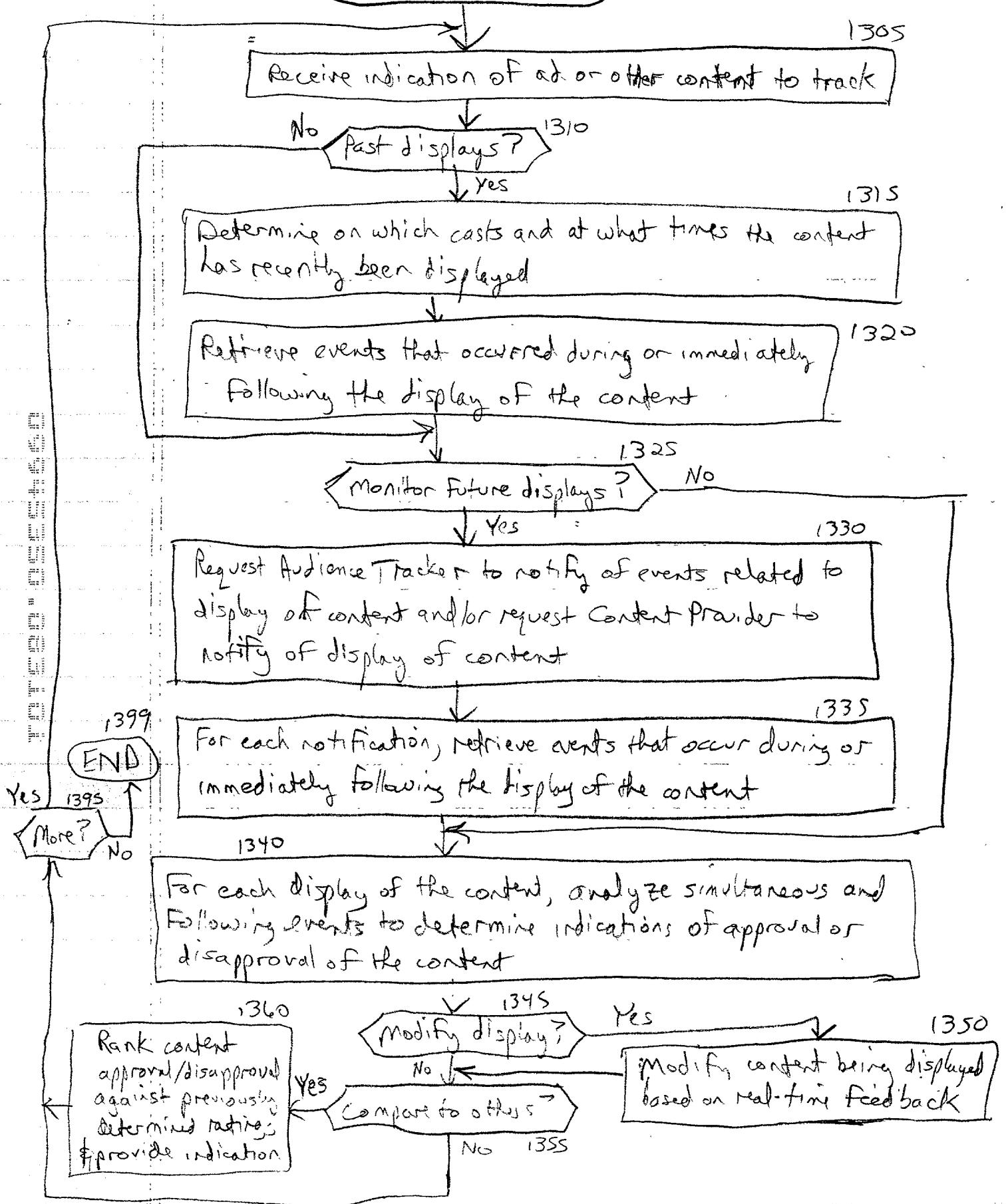
Fig. 12



Real-Time Ad Reaction Tracker Routine

1300

Fig. 13



Real-Time Single-Cast
UI Adjustment Routine

1460

Fig. 14

